MEMO

TO: David Katz, Alex Gault, Rick Reed

FROM: Ty Cashman

DATE: June 16, 1997

Re: Fundraising for the Religion & Ecology issue

Gentlemen:

Mayumi and I met with Peter and Diana at our house on Saturday morning to discuss potential funders for the Religion and Ecology issue.

We have $85,000 to raise if we are to continue publishing for the rest of the year. Given that *Whole Earth* has nothing else to sell to funders but our content, and given that we have only two issues left to publish this year, we must raise $42,500 on the basis of the content in this next issue. The money must be raised BEFORE the issue comes out since one cannot raise money for an issue that is already on the newstand.

Peter showed us the table of contents of the issue and discussed the articles and reviews with us.

Mayumi suggested that we go to the Sacharuna Foundation with a proposal for $50,000, and to the Nathan Cummings foundation for something around $30,000. She knows personally one of the principal people at the top of each of those foundations and knows that one of their central interests is in the overlap between religion and ecology.

Peter agreed to produce an annotated version of the table of contents, with one or two sentences about each article for the purpose of this fundraising.

In addition, there are individuals in the Threshold Foundation who might be interested in this topic and could give smaller grants. Mayumi recommends we approach Marion Hunt and Bokara Legendre from this group, both of

whom she knows.

There are two outside individuals who will need to help us get through to Nathan Cummings: Michael Lerner of Commonweal and Christina Desser, former Board Member of Point Foundation.

Mayumi will be available for questions on this tomorrow, Tuesday, at 383-2371.